

(Jesse) Yunfei Yao

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EDUCATION

University of California, Berkeley, Ph.D. Marketing, 2022 (expected).

Advisors: J. Miguel Villas-Boas, Brett Green

Committee members: Ganesh Iyer, Zsolt Katona, David Ahn

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

RESEARCH INTERESTS

◦ Competitive Strategy ◦ Incentives, Information, and Contracts ◦ Continuous-time Dynamics

WORKING PAPERS

??? (with *Brett Green*)

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

COMPUTER SKILLS

R, Stan, Matlab, SAS, and LaTeX

SELECTED GRADUATE COURSEWORK

Marketing:

Marketing Strategy	J. Miguel Villas-Boas
Discrete Choice Model	Przemek Jeziorski
Choice Theory and Modeling	Fred Feinberg
Structural Models*	Puneet Manchanda
Bayesian Modeling*	Anocha Aribarg
Judgment and Decision Making	Ellen Evers

Economics:

Microeconomic Theory I	David Ahn
Microeconomic Theory II	Haluk Ergin
Macroeconomic Theory I	Andrés Rodríguez-Clare, Pierre-Olivier Gourinchas
Decision Theory	David Ahn
Game Theory	Gabriel Carroll
Game Theory	Yuichiro Kamada
Mechanism Design	Philipp Strack
Contracts, Information, and Incentives	Ilya Segal
Theory and Practice of Auction Market Design*	Paul Milgrom, Michael Ostrovsky
Continuous-time Methods in Economics	Yuliy Sannikov
Continuous-time Asset Pricing Theory	Richard Stanton
Corporate Finance Theory	Brett Green, Dmitry Livdan

Industrial Organization (theory)
Industrial Organization (empirical)
Psychology and Economics (theory)*

Joseph Farrell
Kei Kawai
Dmitry Taubinsky

Econometrics, Statistics, OR, and CS

Econometrics I
Econometrics II
Machine Learning
Statistical Inference
Linear Model
MCMC
Linear Programming
Probability Theory
Stochastic Processes

Michael Jansson, Bryan Graham
Demian Pouzo, James Powell
Jacob Abernethy
Ya'acov Ritov
Ya'acov Ritov
Yves Atchade
Jon Lee
Robert Keener
William Wen

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References

- **J. Miguel Villas-Boas**

Professor of Marketing, Haas School of Business, UC Berkeley
(510) 642-1250, villas@haas.berkeley.edu

- **Brett Green**

Associate Professor of Finance, Haas School of Business, UC Berkeley
(510) 643-1421, greenb@berkeley.edu

- **Ganesh Iyer**

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